



# AUTOMOBILES



## GIVES REASONS FOR NEW MARK SET BY BUICK

Buick of 1923 Is Better Car Says President in Interview in 'Motor'

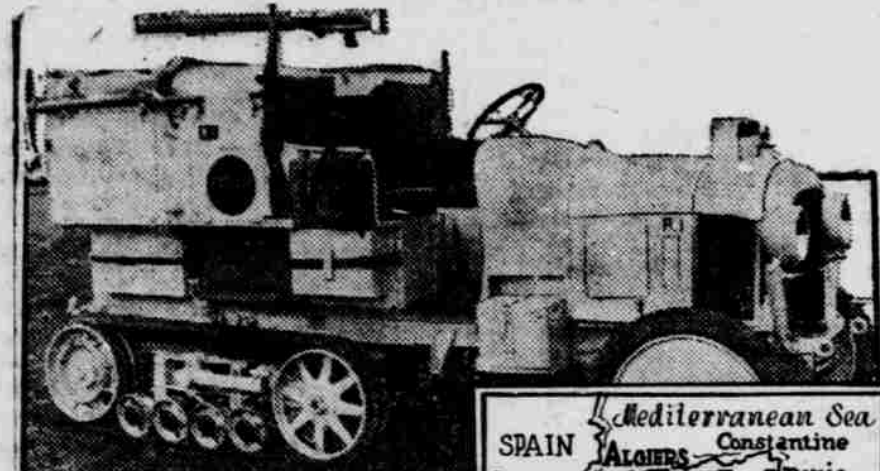
"Give me the axes and you keep the jacks," is the keynote declaration in an interesting interview with President Harry H. Bassett, of the Buick Motor Company, appearing in the December number of Motor Magazine.

When Mr. Bassett was asked by the interviewer, W. A. P. John, to explain the great achievement of Buick in breaking this Fall its own pace-making production records, Mr. Bassett shot this significant remark: "We all work together in really close relation without politics and job pride. If a subordinate in some department has a nut to crack and his chief happens to be away, he comes right in here and we do our best to crack the nut. And his chief isn't piqued because someone has gone over his head. That's how we do it. It's the only way it could be done. A genius working along other lines could not succeed in managing the Buick plant, nor any or near as large."

Among the many complimentary observations made by Mr. John in his article is the following:

"It would be folly to write anything else than that Mr. Bassett stepped into the shoes of an exceedingly able man—one of the greatest 'production getters' the industry has ever known. And it would be equal folly not to write that he not only filled the shoes but filled them overflowing, if I may be permitted to stretch a point in my metaphor. For during the three and one-half years that have passed since Buick affairs were placed in Mr. Bassett's hands, the company's annual output has been jumped from 120,000 cars a year to about 185,000 a year—in the face of extraordinary bitter competition from strong 'independents' manufacturing excellent cars of approximately the same price. And I

## Across Sahara by Auto



French engineers are determined to cross the Sahara desert by auto. Their second attempt will be made in January in the truck shown above. Note its queer caterpillar traction and guns for defense. Map shows the 3600-mile route to be taken.

### FANCY BLOUSES

Blouses of gold and silver cloth are now making their appearance, headed with metal or colored beads. They are worn with the more elaborate coat suits to complete the costume.



## CLAIM VERDE CENTRAL ORE BODY IS GETTING RICHER; JEROME IS OPTIMISTIC OVER NEWEST STRIKE

(Verde Copper News)

JEROME, Dec. 30.—Contrary to all expectations and predictions, even of the most sanguine, the Verde Central ore body continues to grow stronger and richer the further it is followed

believe that not even the most narrow-minded reader will disagree with me when I write that the quality and appearance of Buick models was appreciably heightened and refined during the same time. I do not imply that the Buick of three years ago was not a good car. I merely mean that the Buick of 1923 is a better car—built of better materials under more exacting conditions, given a more effective symmetry—and sold for a lot less money! Even if Buick production still remained at 120,000 a year, that with improvements of quality and appearance would be an achievement of considerable merit.

into the mountain by the 810 drift. The drift is now 217 feet into the ore and the copper content continues to increase. Yesterday's assay of an average sample from the face showed seven per cent of the red metal. Sometimes quartz is associated with the schist, sometimes not, its presence does not seem to affect the copper content one way or the other. The schist appears to be growing darker and mining experts pronounce it more "live." That is, it is a better formation for the deposition of copper.

So far the gold and silver average somewhere around \$3 or \$4 to the ton, as they do in the ore mined at the United Verde.

In every respect the Verde Central ore is identical with that opened at corresponding levels in the U. V. The resemblance becomes more and more striking as the days go by.

Realizing that on the 800-foot level

## DIESEL ENGINE MAY COME BACK AS AUTO POWER

Latest Engine Invented in France Is Claimed to Be Ideal Motive Power

Will the Diesel engine finally be adapted to replace the spark ignition engine now used to propel automobiles?

This question, recurrent almost annually since the invention of the automobile, faces its last repetition with the announcement from Paris of the invention of a semi-Diesel type of engine for motor cars.

At the very beginning of the automobile industry, use of a Diesel engine was attempted on automobiles. But, although used for stationary purposes and in submarines, the engine would not work well in a moving, vibrating machine.

The engine, with spark ignition, that has replaced the Diesel, however uses up costly gasoline, while the air-compression engine feeds on a cheap, low grade of oil. A combination of the good in both of these engines, therefore, would make an ideal power plant for automobiles.

This ideal—or the nearest to it—French automotive engineers believe is finally attained in the semi-Diesel automobile engine tested recently on a trip between Paris and Bordeaux. The engine, according to reports, burns low-grade oil which costs 12 cents a gallon in France, as compared with 56 cents for gasoline. At the same time it retains the advantages of the spark-ignition engine now in use.

Pesides, its inventors say the semi-Diesel costs less for upkeep and is simpler and therefore cheaper to make than the present type. Experiments are still going on, with the idea of installing the engine on Paris buses.

they could not do more than hit the apex of an ore body, those in charge of Verde Central development at first expected that the ore disclosed in the 810 drift would soon pinch out and must be sought again below. This expectation has not been fulfilled and now it appears that the ore will follow along the fault indefinitely. Depth is being gained steadily as the drift is driven southward.

### Will Sink Deeper

Actual preparations have started toward sinking the shaft to the 1000-foot level. Down to the 800 the shaft is only a skipway and manway. Below that it will have three compartments and later on, if that seems advisable, it can be enlarged to the surface. In the meantime the 200 feet of additional sinking will be done with all possible speed.

Ultimately the main working shaft of the Verde Central will probably be a vertical shaft further up the hill to the southwest of the present shaft. A site has already been tentatively chosen. This plan, however, may be changed entirely by underground developments.

## Battery Man Reads Character as You Wait, He Declares

"Let me talk with a man ten minutes and I can pretty nearly tell you what kind of car he takes of his car. 'This may sound like a hard job,' says Wright, Willard Service Station dealer, 'but I believe I can do it.'

"A man comes in some morning—shoes shined up—clean shave—neat as a pin. I say right away that man wouldn't drive a car that was a little bit out of adjustment. Everything's got to be just right.

"Another man comes in a 'hurry'—talks fast, rushes out again. He's the sort of chap who's always dodging in and out of traffic—jamming fenders and so on. He starts late to make an appointment and then tries to make up for it by speeding.

"A third one drops in—sort of easy going—and he's the worst of all. He's the sort who says: 'I know blamed well that motor needs some oil—I'll chuck some in next Sunday.' And then when Sunday comes he has something else on his mind and there's a bill to pay for new bearings. 'If anybody wants to study human nature, they ought to drop in here,' says Wright. 'While I don't pretend to be a teacher, I believe I could hand out a few hints on character' reading, at that."

### MAROON AND BLACK

One of the new coat suits for spring is made of wide-striped kasha cloth in black and white and is trimmed with maroon-colored satin. With it is worn a turban of maroon. A handbag of the same is provided.

## WRIGLEY BETS TEN MILLIONS THAT PEOPLE WILL CHEW MORE GUM IN 1923 THAN DURING 1922

BY ROY J. GIBBONS

CHICAGO, Dec. 30.—You'll chew more gum this year than you did last year!

That's because you will be more prosperous!

William Wrigley, Jr., is betting \$10,000,000 on that proposition.

"Bill" Wrigley is one of the greatest of chewing gum manufacturers. He used to work for \$3 a week; now he's called the "chewing gum king."

The Wrigley interests will spend around \$10,000,000 in 1923 on an enlargement program, confident that business conditions warrant it. Bill says:

"I have every confidence in 1923."

"The signs are:

"Our reviving and increasing trade with Europe."

"Repeat orders from retailer to jobber."

"A general pick-up in all lines of trade."

"The psychological scare of a year ago is past. Business is moving briskly. There is no appreciable stagnation."

### Needs of the Farmer

But "Bill" says: "Something will have to be done for the farmer. He hasn't been getting what might be called a square deal. If some system could be evolved whereby he could hold his produce until it's needed, instead of dumping it onto the market and creating an oversupply, there'd be a big readjustment."

"Bill" adds that people have got to work. "There'll be work," he promises, "for everybody who'll do it. They hold their prosperity

in their own hands. Work, work, work! That's all I can advise. The year will treat you as you treat the year."

"If work is done faithfully and hard enough, 1923 will take care of itself. And that's just what I know it's going to do. So you can say I said: 'We're off!'"

### FOR CHILDREN

Children's rompers of crepe de chine or pussy willow come in delicate pinks and blues, and are smocked, feather stitched, or embroidered in very simple patterns.

Does the army of employees who watch the clock know it can't mark time and get anywhere?

## Your Battery's Best Friend

And we're not fair weather friends either. When the battery is healthy we help keep it so. When it's weak we do the necessary recharging to make it stronger. When it's actually under the weather we help put it on its feet.

Our aim is to be the best friend of all batteries regardless of make. You may be sure your battery will be welcomed and will be treated the way a battery fit to be.

## Wright & Wright

Local Phone 788  
Lowell Douglas

Representing  
Willard Batteries  
(THREADED RUBBER DOUGLASS)  
and W Batteries  
(WOOD REPAIRERS)

## TO OUR FRIENDS AND PATRONS

We wish to express our sincere appreciation of the business you have given us in the past and the very pleasant relations we have enjoyed with you.

We hope that the coming year will be filled with happiness and prosperity for each of you and that we may be privileged to serve you then as we have in the past.

## BROPHY GARAGE & SUPPLY CO.

Lowell

Phone 199

## Chevrolet Motor Company

### ANNOUNCES

The opening of a wholesale office at the Pacific Mutual Life Trust Building, Los Angeles, California, on January first.

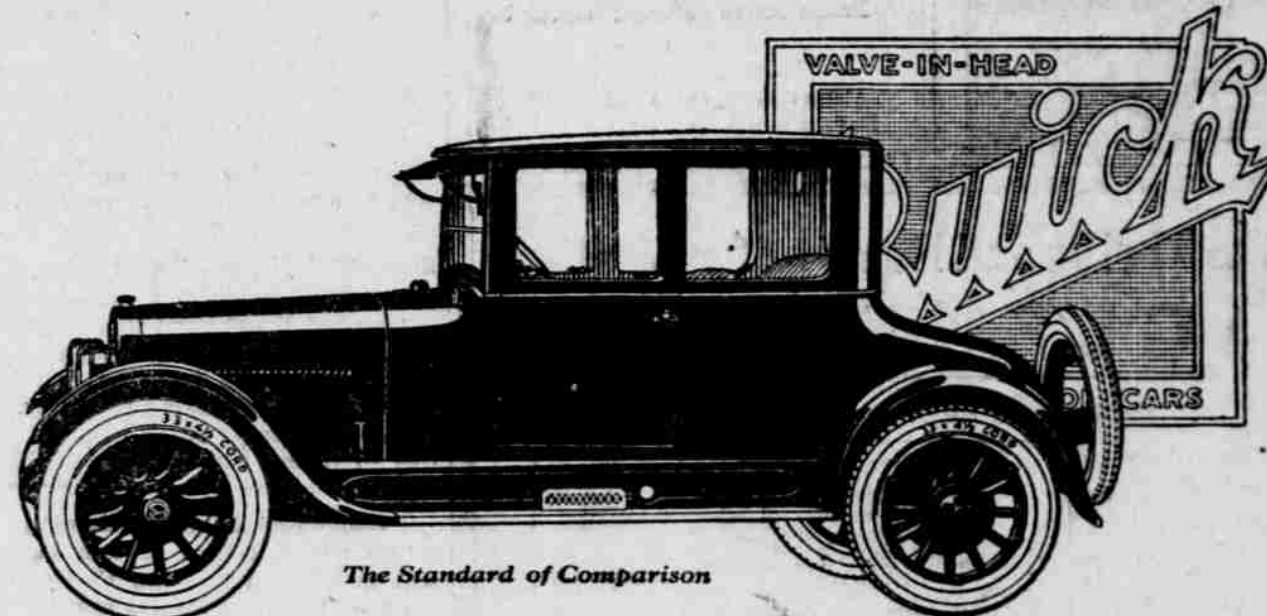
This office is in charge of Mr. L. M. Dreves and has general supervision of the wholesale business of this company in Southern California and Arizona.

This wholesale office has been established to meet the requirements imposed by the greatly increased popularity of Chevrolet cars in this territory.

## Chevrolet Motor Company

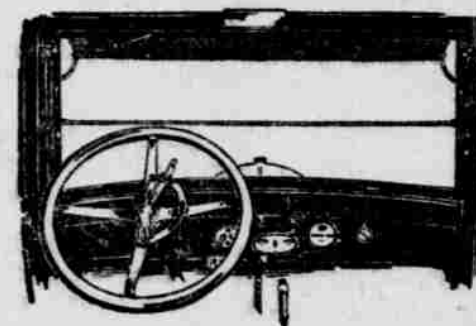
Division General Motors Corporation

Detroit, Michigan



The Standard of Comparison

## Luxurious In Comfort and Convenience Four-Passenger Six-Cylinder Coupe—\$1895



### Complete in Refinement

As the driver of Buick coupe takes the wheel a glance will tell him the speed of the car, the fuel in the tank, the working of the electrical system, and the functioning of the engine lubricating system. He has the carburetor control, the lights and ignition controls at hand. A handsome clock gives him the time of day. Above, a mirror shows the road behind and a wiper and vision safeguard his vision against storms and sun.

Closed car comfort and driving convenience are most perfectly satisfied in the luxurious Buick four-passenger six-cylinder coupe.

From the driver's seat, set forward and at a most restful angle, every control is at the finger's tip, while on the instrument board attractive dials record each function of the car. The large walnut steering wheel guides the car at its lightest movement through the improved Buick steering gear, and the long gear shift lever can be grasped without bending forward.

With a deep plush upholstered seat for two passengers and a comfortable folding seat for a third, with broad windows that raise and lower to any position, with floor heater, dome light and other refinements, this coupe is without a superior among fine closed cars.

### The Buick Line for 1923 comprises Fourteen Models:

	Fours	23-34	- \$865	23-35	- \$885	23-36	- \$1175
		23-37	- \$1395	23-38	- \$1325		
	Sixes	23-44	- \$1175	23-47	- \$1985	23-50	- \$2105
		23-45	- 1195	23-48	- 1895	23-54	- 1625
		23-41	- 1935	23-49	- 1435	23-55	- 1675

Buick Will Make 185,000 Cars In 1923

## Southern Arizona Auto Co.

Lowell

Local Phone 20

Douglas

When better automobiles are built, Buick will build them